

## CLAIMS

I claim:

1. A method comprising the steps of:

placing a first link on a vendor's web site page of a vendor's web site;

causing a second link to be placed on a visitor display in response to an add short cut process started by the selection of the first link on the vendor's web site page by a visitor to the vendor's web site page;

wherein selection of the second link on the visitor display causes a vendor's web site page of the vendor's web site to be displayed on the visitor display.

2. The method of claim 1 wherein

the second link is placed on a Desktop menu on the visitor display.

3. The method of claim 1 wherein

the second link is placed on a Start menu on the visitor display.

4. The method of claim 1 wherein

the second link is placed on a Favorites list menu on the visitor display.

5. The method of claim 1 wherein

the second link is placed on a Links Bar menu on the visitor display.

6. The method of claim 1 wherein

09910724-072301  
T0E270-4270T660

the second link is placed on a Windows QuickLaunch (TRADEMARKED) Bar menu on the visitor display.

7. The method of claim 1 wherein

the second link identifies the vendor.

8. The method of claim 1 wherein

selection of the second link on the visitor display causes a coupon code to be transferred to a vendor web site server processor.

9. The method of claim 1 wherein

selection of the second link on the visitor display causes a username and a password which identify the visitor to be transferred to a vendor web site server processor.

10. The method of claim 1 wherein

selection of the second link on the visitor display causes data identifying an affiliate of the vendor to be transferred to a vendor web site server processor.

11. The method of claim 10 wherein

prior to the placement of the second link on the visitor display, the visitor to the vendor's web site accesses the vendor's web site through a web site of the affiliate of the vendor.

12. The method of claim 1

wherein the add shortcut process includes granting privileges to allow a visitor shortcut

09910724.072304

software program to modify software on a visitor processor.

13. The method of claim 1 wherein

the add shortcut process includes displaying a first pop up screen on the visitor display in response to selection of the first link on the vendor web site web page.

14. The method of claim 13 wherein

the first pop up screen includes a third link which can be selected to cause the shortcut process to continue.

15. The method of claim 14 wherein

the third link is an HTML button.

16. The method of claim 1 wherein

the first link is a graphic button displayed on the visitor display.

17. The method of claim 1 wherein

the first link is a text button displayed on the visitor display.

TOE220-4240F660